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Better Marketing



Division of Marketing and Marketing Agreements

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FLORIDA CELERY PACT APPROVED BY INDUSTRY

Growers and Shippers Show Strong Support For Marketing Agreement Program For New Crop

The 1938 crop of Florida celery, the harvesting of which begins in January, is expected to move to market under shipping regulations provided for in a marketing agreement program developed by the industry in cooperation with the Agricultural Adjustment Administration.

The program, made possible under a marketing agreement and order, is designed to enable the industry to adjust the volume of celery shipments each week more nearly in keeping with market requirements. More than 95 percent of the celery grown in Florida is shipped to out-of-State markets, and approximately 98 percent of the crop is sold during a 5-month period from January through May. Last year's celery crop exceeded \$3,500,000 in value.

Growers voted in a referendum 9 to 1 in favor of the issuance of the order which embodies the provisions of the marketing agreement and makes the program apply to all Florida celery handlers. The agreement was signed by handlers representing a volume of celery in excess of the 50-percent requirement contained in the Agricultural Marketing Agreement Act of 1937.

There were 316 growers who voted in the referendum, representing approximately 75 percent of all Florida celery growers, and of these 88.3 percent voted in favor of the marketing agreement program. Voting growers represented 6,206 acres of celery and 2,871,298 crates of celery produced.

The Florida celery marketing agreement program was developed by growers and shippers in order to avoid a repetition of the chaotic selling conditions which prevailed during the 1937 season, when the second largest crop in the history of the industry was harvested from the biggest acreage ever planted. The program was considered at a public hearing held at Sanford, Fla., last summer at the request of growers and shippers representing approximately 90 percent of the industry.

The marketing agreement and license for gum turpentine and gum rosin processors, the major portions of which have been in suspension since August 5, 1935, were terminated under an order signed by the Secretary of Agriculture and effective November 3.

CONSTITUTIONALITY OF MARKETING AGREEMENT ACT BEFORE THREE-JUDGE COURT IN BOSTON MILK CASE

Constitutional questions concerning Federal authority to regulate interstate commerce in the handling of milk as provided for in the Agricultural Marketing Agreement Act of 1937, raised in connection with cases involving the order in effect for the Greater Boston, Mass., milk marketing area now before the Federal district court there, are to be argued November 10 before a three-judge tribunal as provided for under legislation enacted by the last session of Congress.

The constitutional questions were raised in a bill filed by the Whiting Milk Co., one of 31 handlers against whom bills of complaint have been filed on behalf of the Secretary of Agriculture in an effort to enforce compliance with the Federal order for the Boston milk market.

Federal Judge George C. Sweeney on October 29 sent the milk company's action for hearing by a three-judge court, and took under advisement petitions for

injunctions against the handlers alleged to be in violation of the order.

On October 27, Judge Harland B. Howe in the Federal District Court for Vermont, made permanent a temporary injunction which he granted October 23 in a case brought against Corinth Creamery, Inc., Corinth, Vt. The injunction requires the creamery to operate in compliance with the provisions of the Boston milk order.

SURPLUS APPLE BUYING STARTED IN 24 STATES

Provides Partial Aid to Growers In Relieving Distressed Conditions Due to Big Crop

The Federal Surplus Commodities Corporation is buying surplus apples in commercial producing areas to help relieve distressed marketing conditions for growers. Since purchasing began a little over a month ago, more than 2,800 cars of apples, equivalent to over 1,696,000 bushels, have been bought in 24 States.

Prices paid for apples bought vary with marketing conditions in producing localities. The volume of purchases is being based upon the quantity which can be distributed effectively by relief agencies for the use of the needy and unemployed.

Total apple production this year in the United States is expected to reach more than 206 million bushels, about one-fourth above the 164 million bushel average for 1928-32.

Purchases of apples have been made in the following States: Arkansas, Delaware, Maryland, New Jersey, New York, Pennsylvania, Virginia, West Virginia, Illinois, Massachusetts, Vermont, New Hampshire, Michigan, Idaho, Oregon, Washington, Maine, Indiana, Ohio,

(Continued on p. 4)

THREE-WAY PLAN SEEKS BETTER POTATO MARKETS

Orders Regulating Shipments of Low- Grade Potatoes Supplemented by Surplus Removal Programs

With the available supply of late potatoes about 25,000,000 bushels above the 1928-32 average production and prices to growers at extremely low levels, the Agricultural Adjustment Administration is attempting to assist in improving marketing conditions and returns to producers through three orders regulating shipments of low-grade potatoes from three areas, purchases of surplus for relief use, and diversion of surplus potatoes to starch and flour and for livestock feeding.

The orders, which became effective October 19, prohibit interstate shipments of cull potatoes produced in three principal commercial late potato producing areas. Culls are defined as potatoes less than 1½ inches in diameter and grading less than U. S. No. 2. Shipments of other low-quality potatoes may be limited upon the recommendation of the grower and shipper control committees which administer the orders. Federal-State inspection is required for all interstate shipments from the areas.

The orders were issued following the favorable vote, ranging from 69 to 92

(Continued on p. 2)



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BETTER MARKETING is issued as a means of communicating to workers and cooperators of the Division of Marketing and Marketing Agreements information relative to the Division's activities under the Agricultural Adjustment Act and related Acts

UNITED STATES
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AGRICULTURAL ADJUSTMENT ADMINISTRATION
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POTATO MARKETS

(Continued from p. 1)

percent, of the producers in the three areas affected who voted in a referendum held in September.

Marketing agreements proposed for the three areas affected were not signed by handlers of half the potatoes grown in the areas as required under the terms of the Agricultural Marketing Agreement Act of 1937. Because of this it was necessary for the President to authorize issuance of the orders by the Secretary of Agriculture. A program for the Maine potato area was not made effective because producers failed to give the required two-thirds percentage approval for the issuance of the order.

Surplus Removal

The Federal Surplus Commodities Corporation has been buying surplus potatoes for relief distribution since the beginning of the season. Purchases of potatoes are now being confined largely to those areas where adequate storage facilities are not available, where other diversion programs are less practical, and where transportation costs for relief distribution can be kept at a minimum.

Diversion of low-grade potatoes other than culls to livestock feed will be carried out particularly in Colorado and western Nebraska where feeders have already had considerable experience in the practice of feeding potatoes and where local supplies of feed are short due to drought.

Diversion of potatoes grading U. S. No. 2 or better to the manufacture of potato starch and flour will be supplemented by purchases of potato starch and flour for relief use.

Normally culls are used for starch and flour manufacturing and for feeding purposes.

The objectives of the marketing program and supplementary diversion programs are: To prevent the surplus which will not be used for household consumption from determining the prices which growers will receive for this purpose, assure consumers an adequate supply of good quality potatoes, and prevent waste.

By comparison with the estimated production of 324,434,000 bushels this year in the 30 late-potato-producing States, the 1936 production in these States was 277,710,000 bushels, and the

average production during the 5 years 1928-32 was 300,186,000 bushels.

Potato producers in most of the commercial late-potato-producing areas were receiving at the beginning of the season from 18 to 30 cents per bushel. During 1936 the average price to growers was \$1.07 per bushel, and during the 10-year period 1919-28 it averaged \$1 per bushel.

Areas Under Orders

The order in the North Central area covers all counties in Michigan, Minnesota, and Wisconsin, and the following 18 counties in North Dakota:

Towner, Cavalier, Pembina, Pierce, Benson, Ramsey, Walsh, Nelson, Grand Forks, Wells, Eddy, Foster, Griggs, Steele, Traill, Barnes, Cass, and Richland.

The order in the western area includes 13 counties in Colorado: Weld, Morgan, Larimer, Pitkin, Eagle, Garfield, Delta, Montrose, Costilla, Alamosa, Conejos, Saguache, and Rio Grande; 9 counties in Nebraska: Sioux, Dawes, Sheridan, Morrill, Box Butte, Scotts Bluff, Banner, Kimball, and Cheyenne; and 4 counties in Wyoming: Goshen, Niobrara, Parke, and Laramie.

The area included in the order for Idaho consists of 34 counties: Adams, Valley, Lemhi, Washington, Payette, Boise, Custer, Gem, Canyon, Ada, Elmore, Owyhee, Camas, Blaine, Butte, Gooding, Lincoln, Minidoka, Jerome, Twin Falls, Cassia, Power, Clark, Fremont, Jefferson, Madison, Teton, Bonneville, Bingham, Bannock, Caribou, Oneida, Franklin, and Bear Lake.

Pecan Exports To Be Encouraged Under Benefit Payment Program

Exporters have submitted offers to export unshelled pecans under a program designed to increase returns to producers by diverting surplus pecans from normal channels of trade to encourage sales in new markets.

Sales for export may be made between the date the exporter's offer is accepted by the secretary and June 30, 1938, and the pecans must be exported before October 16, 1938. The program provides for benefit payments to exporters whose offers are accepted. For pecans of No. 2 quality or better, exported to Mexico and Canada, the benefit payment is 3½ cents per pound on medium and large sizes and 4½ cents per pound on extra large and larger sizes. For pecans of No. 2 quality or better exported to all other foreign countries, the benefit payment is 4½ cents per pound on medium and large sizes and 5½ cents per pound on extra large and larger sizes.

In his offer the exporter agrees to export at least 10,000 pounds of unshelled pecans and specify the maximum quantity that he expects to export.

With the exception of Mexico where pecan production is relatively small and confined to the seedling type, pecans are not produced outside the United States. One-fourth of the production in the United States consists of paper-shell pecans produced primarily in Georgia, Florida, Alabama, Mississippi, North and South Carolina, Louisiana, and Texas. Merchantable production this year is ex-

PEANUT SALES PLAN AIMS TO MAINTAIN FARM PRICE

Associations Organized Under Program to Divert Stocks From Trade at Fixed Prices

A portion of the 1937 peanut crop is being diverted from trade channels under a program which seeks to maintain prices to growers.

The diversion program authorizes regional associations of producers, recently organized to carry out the program, to pay the following prices for farmers' stock peanuts grown in 1937: Virginia, U. S. No. 3 or better, class A, \$65 per ton; class B, \$61 per ton; class C, \$57 per ton. Southeastern Spanish No. 1, \$65 per ton; No. 2, \$61 per ton. Runners No. 1, \$57 per ton; No. 2, \$53 per ton. Southwestern Spanish No. 1, \$62 per ton; No. 2, \$58 per ton.

The associations are buying 1937 farmers' stock peanuts directly from producers at these prices. All prices are for peanuts delivered to association warehouses.

Growers in Georgia, Florida, Alabama, and Mississippi are selling to the Georgia-Florida-Alabama Peanut Association, Camilla, Ga. The Peanut Stabilization Cooperative, Raleigh, N. C., will purchase from North Carolina producers. Growers in South Carolina and Tennessee may sell to either association.

Virginia growers will sell to the Virginia Peanut Growers Cooperative, Suffolk, Va. The Southwestern Peanut Growers Association, Brownwood, Tex., are buying from producers in Texas, Oklahoma, Arkansas, and Louisiana.

The diversion program was prepared in cooperation with growers at meetings held in the various producing sections.

Watch Edible Trade Demand

The associations will divert the peanuts from markets for out-of-hand eating and manufacture of peanut butter and confections, and sell them under contract to crushing mills for production of oil and byproducts.

If demand for edible consumption develops, the association may sell part of their supplies back into the edible trade. Under the terms of the program the Agricultural Adjustment Administration offers to reimburse the associations for losses from diversion purchases.

The quantity of peanuts which will be diverted into oil and byproducts will depend upon the demand for peanuts for edible uses. The quantity diverted and the difference between the sales value of peanuts for oils and the prices authorized under the program will determine the total payments to be made.

The production of peanuts indicated for 1937 is approximately 630,000 tons.

(Continued on p. 4)

pected to reach nearly 18,000,000 pounds. The carry-over is expected to bring the merchantable supply to approximately 20,400,000 pounds, as compared with approximately 19 million pounds in 1935 and 1936.

Export programs similar to the program for this year's production have been in effect for the past 2 years.

MARKETING PACT USED SECOND YEAR FOR PLUMS

California Industry Experiences Higher Returns Under Plan Which Enables Adjustment in Shipments

A marketing agreement program enabled the California fresh plum industry for the second year to adjust shipments to market demands and aided in maintaining prices for the 1937 season at least 20 percent above prices received during the past five seasons.

Under the marketing agreement program it was possible to put into effect regulations which governed the maturity, grade, and size of fruit shipped to market. These regulations were designed to improve returns to growers and avoid losses on plums shipped to market.

A total of 3,575 carloads of fresh California plums was shipped in interstate commerce under the program. Although the quantity shipped this year is almost exactly the same as the average shipments for the previous 5 years, the 1937 average eastern auction price for these plums was \$1.67 per crate which is approximately 20 percent above the average price received in the past 5 years.

The various grade and size regulations were applicable to 15 varieties of plums, or approximately 95 percent of the total interstate shipments from California. The remaining odd varieties were covered by a grade and maturity regulation.

Avoids Cash Loss

Experience of growers in the past has demonstrated that very frequently plums shipped to eastern markets have sold at prices appreciably lower than the total cash costs necessary to deliver them to those markets. This is particularly true of plums of the lower grades and smaller sizes. The regulation of the grades and sizes of the plums shipped in interstate commerce made it possible to keep for local outlets such fruit as might not have returned to growers direct marketing costs if shipped to distant markets.

Provisions of the grade regulations requiring plums to meet certain maturity standards before shipment were used for the first time this season and contributed to an increase of approximately 35 percent in shipments above those estimated by the Plum Commodity Committee at the beginning of the season. The percentage of the plums represented by the larger sizes of each variety was materially greater in 1937 than in either 1935 or 1936 for all except four varieties. This feature of the regulations not only resulted in bigger fruit being marketed but also resulted in more mature and higher quality fruit reaching the consumer, which undoubtedly was partially responsible for the improved returns to growers.

Approximately 97 percent of the total California plum production is shipped for fresh consumption. Shipments of fresh plums from California usually start in the latter part of May and reach a peak during the middle or latter part of June and continue with decreasing volume until the latter part of August or early part of September.

Aid Bean, Pea, and Rice Growers In Buying Surplus For Relief Use

Plans to buy in commercial producing areas surplus dry green peas, dry edible beans, and rice have been completed by the Agricultural Adjustment Administration in connection with efforts to improve marketing conditions and returns to growers.

The products, bought by the Federal Surplus Commodities Corporation, are for distribution to the States for the use of the needy and unemployed in order to divert them from normal trade channels and encourage consumption.

Purchases of beans and peas will be made direct from growers and handlers. Rice, both rough and milled, is to be bought from growers and millers. The buying programs were drafted in cooperation with representatives of growers and others in the respective industries.

EGG BUYING PROGRAM TO HELP POULTRYMEN

Partial Removal of Egg Surplus Seeks to Protect Interests of Producers and Consumers

Storage and fresh shell eggs are being bought by the Federal Surplus Commodities Corporation in an effort to protect returns to producers. Since buying operations started during the middle of October more than 3,921,000 dozen eggs have been bought through offers.

The program is designed to remove part of the surplus and reduce almost record-high cold storage holdings which have resulted from heavy production during the past year. In addition it aims to prevent further reduction of farm flocks, which would result in decreased egg production and unusually high prices to consumers in 1938.

All eggs bought by the Federal Surplus Commodities Corporation are turned over immediately to State relief agencies for distribution to the needy and unemployed in addition to regular supplies of eggs they are now receiving.

It is estimated that during the first 8 months of this year egg production exceeded that of the same period in 1936 by about 7,000,000 cases. The mid-summer peak in cold storage stocks of shell and frozen eggs was about 25 percent above that of 1936 and has only been exceeded in 1927. On October 1, cold storage holdings were reported at 11,290,000 cases compared with 8,578,000 cases on the same date last year and 9,434,000 cases on the same date during the 5 years 1931-35.

As a result of the high production this year and the high cold storage holdings, fresh eggs, which compete directly at this time of the year with storage eggs, have shown no seasonal rise above prices last June. From June to November the price of fresh eggs usually increases approximately 90 percent. The failure of egg prices to rise during the summer and fall has already worked a major hardship upon egg producers. Low farm prices for eggs during the next few months would mean even greater hardship.

MILK-BUYING PROGRAM AID TO BOSTON ORDER

Surplus Milk Being Bought to Raise Price Level and Remove Disparity Between Producer Groups

A program of buying milk for relief distribution as a means of assisting producers who sell to handlers complying with the provisions of the Federal order regulating the handling of milk in the Greater Boston, Mass., marketing area, has been put into effect by the Agricultural Adjustment Administration.

Since purchases started during the middle of October, the Federal Surplus Commodities Corporation has bought approximately 500,000 quarts of milk which otherwise would have been used for cream or other manufacturing purposes and netted producers a lower price. The price being paid producers is that which is specified in the order for class 1, or fluid milk. During the past week purchases amounted to 30,000 quarts per day. Distribution for relief use is confined to Boston and certain surrounding towns and cities included in the marketing area.

Aimed At Disparity

The program seeks to remove part of the disparity which exists between producers who sell their milk to handlers having the bulk of the fluid sales in the market but who are not complying with the provisions of the Federal order and those producers who sell their milk to handlers who are complying but who do not have necessary fluid milk outlets under conditions as they now exist. If all handlers in the market complied with the provisions of the order, the disparity between the two groups of producers would be removed through the operation of the market-wide pool provided for in the order to assure each producer returns based on his fair share of the fluid milk sales in the market as a whole.

Distribution of milk started October 14 in the city of Boston with a little under 25,000 quarts of milk supplied daily to be given out to the needy and unemployed through 37 distributing depots. Since then the number of municipalities receiving milk for relief use and the volume made available have been increased.

Supplements Relief Supplies

Under the program, the Federal Surplus Commodities Corporation pays 7 cents per quart, the f. o. b. producer price fixed in the Federal order for class 1 milk. The municipality receives the milk free of charge, but is required to pay 2 cents per quart for pasteurizing, bottling, and delivery from the processing plants to the distributing depots.

The unemployed and needy people who get the milk are required to pledge that they will continue to buy or receive what milk they have been getting in the past in addition to what is distributed to them free. This requirement must be met, since the program is designed to

(Continued on p. 4)

Relief Buying of Sweetpotatoes Supplemented By Diversion Plan

A program for diverting a small quantity of sweetpotatoes to starch and other byproducts is supplementing purchases of sweetpotatoes for relief distribution.

Purchases of surplus sweetpotatoes by the Federal Surplus Commodities Corporation for relief distribution began late in September and approximate 315,000 bushels.

Under the diversion program, the Secretary of Agriculture offers to make payments at the rate of 25 cents per 100 pounds to manufacturers who divert sweetpotatoes from the normal channels of trade and commerce into sweetpotato byproducts.

The principal sweetpotato byproduct is starch which is used extensively for sizing cotton yarn. Dextrin, which is made from sweetpotato starch, is the only domestic starch product that meets the Government specifications for adhesive for postage stamps, labels, and envelopes. Vegetable glue, used in the wood veneer industry, also is made from sweetpotato starch. Residual sweetpotato pulp is used for livestock feed. About 23 percent of the sweetpotato content is starch, 7 percent pulp, and the remaining 70 percent is moisture.

The purchase and diversion programs are intended to make effective use of the large surplus produced this year. The crop this year is 75,000,000 bushels compared with an average crop of 68,000,000 bushels in the 1928-32 period and a crop of 64,000,000 bushels in 1936.

The market demand for sweetpotatoes is not sufficient to absorb the increased supply this year, especially in view of the large surplus of white potatoes. Since sweetpotato prices generally follow those of white potatoes, the large surplus of white potatoes and the increased crop of sweetpotatoes have resulted in low prices for both.

MILK PROGRAM

(Continued from p. 3)

increase the total amount used as fluid milk in the Boston market.

In doing so, the program makes use of milk which otherwise would be used for class II purposes, such as cream. Milk used for cream brings the farmer less money than does milk used for class I or fluid purposes. Thus, for each 100 pounds of milk bought for relief distribution, the New England farmers selling their milk under the Federal order for the Boston market gain the difference between the class I and the class II price. This gain to farmers represents \$1 for each 100 pounds of milk bought for relief use. Plans have been made to increase the amount of milk bought daily so that the direct benefits to farmers will grow in proportion to the amount of milk used for relief purposes.

Suspension of license for milk distributors in the Richmond, Va., sales area became effective November 1 after having been in effect for a period of almost 4 years.

PEANUT SALES

(Continued from p. 2)

The production in 1936 was approximately 650,000 tons and the average production during the five years 1928-32 was about 473,000 tons.

Approximately 91,530 tons of the 1935 crop were crushed for oil in 1935, of which 36,000 tons were crushed under the terms of a Triple-A diversion program for that year's crop. Because of crop damage and the high price of oils in 1936, approximately 104,000 tons of peanuts were crushed for oil last year. The decline in oil prices this year indicates that the quantity which might be crushed this year without a diversion program would about equal the 1928-32 average of approximately 7,000 tons of low-grade peanuts used for oil.

PEAR MARKETING PLAN USED FOURTH SEASON

Returns to Bartlett Pear Growers Higher Under Program for Adjusting Shipments to Markets

California Bartlett pears, shipped to market this season under regulations provided for in a marketing agreement program operating for the fourth consecutive season, sold at an average price 14 cents above that of last year, despite increased shipments.

Bartlett pears shipped from California during the 1937 season which has just closed totaled 4,327 cars, 486 cars in excess of the number shipped during 1936 and 450 cars more than the average annual shipments since 1931. Out-of-State shipments were governed by regulations issued under the provisions of the marketing agreement and order for handlers of California fresh deciduous-tree fruits.

Auction-market prices for the 1937 season averaged \$2.45 per box compared with the 1936 average of \$2.33. Prices during the last 5 years have averaged \$2.31 per box of California Bartlett pears.

California supplies more than half of the pears grown in the Pacific Coast States, where about two-thirds of the pears in the United States are produced. Shipments usually begin late in June. During the past season substantial shipments did not begin until the middle of July.

Under the marketing agreement program two types of regulations were used during the season.

A grade and size regulation made it possible for the industry to prevent the movement of small and immature pears, which are usually shipped early in the season and have an adverse effect upon the market.

Regulation of total shipments leaving California each day was instituted for the fourth consecutive season to adjust the volume of daily shipments to market demands. The regulation of daily shipments was accomplished principally by allotments to shippers at shipping points, based upon the quantity of fruit packed each day by shippers. Surplus fruit was placed in storage and shipped during days when the movement of cars available for

Cottonseed Oil Will Be Diverted for Relief Use to Aid Farm Price

Cottonseed oil will be diverted from normal commercial channels and manufactured into shortening for distribution by State relief agencies to persons on relief under a program designed to strengthen cottonseed prices to farmers. Both crude and refined oil will be bought under the program by the Federal Surplus Commodities Corporation.

Cotton farmers have been receiving less for their cottonseed this year than in any year since 1915, with the exception of the depression years 1931 to 1933. The average price received by farmers in September this year was \$19.25 per ton, while the average price they received in 1936 was \$35.41, and in 1935, \$31.19. Crude southeastern mills cash quotations on cottonseed oil have recently been as low as 5¼ cents per pound. This is the lowest since quotations have been recorded beginning in 1920, with the exception of the 3 depression years.

The estimated cotton crop of 17,573,000 bales this year is expected to yield approximately 7,816,000 tons of cottonseed and approximately 1,886,000,000 pounds of cottonseed oil. The average production of cottonseed oil during the 10-year period 1927-36 was 1,468,000,000 pounds.

APPLE BUYING STARTED

(Continued from p. 1)

Missouri, Connecticut, California, Colorado, and Utah.

Purchase programs usually supplement a marketing agreement and order program which enables the industry to increase returns to growers by keeping low grades of the commodity off the market in years of heavy supplies. Apples are exempted from these marketing programs provided for in the Agricultural Marketing Agreement Act of 1937, and the purchase program can only assist in partially relieving distressed conditions in the apple industry. With an abundant supply of apples of good quality, the purchase program would be much more satisfactory from the standpoint of total returns to growers if low-grade apples for fresh consumption could be kept off the market.

Reports from growers indicate that since the Federal Surplus Commodities Corporation began buying operations, the pressure from price-depressing surpluses in their localities has been eased, and apples are now being sold through regular commercial outlets on a more satisfactory basis.

shipment was less than the quantity established as the daily advisable shipments.

The use of the pressure-test requirement or an alternative yellowish-green ground color was used for the first time this season. The purpose of this provision of the grade regulation was to prevent the shipment of immature and small fruit. Reports from the terminal markets indicate that Bartlett pears arrived in a more mature and edible condition than would have been the case in the absence of this regulation.